

**COMMUNITY EVENT MARKETING**  
**7/16/93**  
**WEEKLY STATUS REPORT**

Event Sponsorship Agreements:

- Following draft agreements have been forwarded for promoter review:
  - Michigan State Fair
  - Mid South Fair
  - Amigo Airsho
  - Alabama State Fair
  - State Fair of Louisiana
  - Greater Jacksonville State Fair
  - Virginia State Fair

Booth/Tent:

- Due to warning box sizes we are only able to produce six 10x22 and four 10x10 tents. Production underway at SDI.

Minority Advertising:

- Hispanic ROP budget is now under by \$71,000 due to cancellation of El Fieston in NY. Will plan spending during 3rd and 4th quarter period.
- If we are able to secure a Marlboro Music concert at Madison Square Garden October 23, 80% of remaining Hispanic advertising dollars will be assigned to this event.
- We have finalize the deal to once again present a Marlboro concert in conjunction with the Amigo Airsho Oct. 29 in El Paso, TX. Remaining Hispanic ROP Dollars will be spent against this concert.

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**MARLBORO:**State Fair Music Tour:

<u>Section</u>	<u>Brand SOM</u>	<u>Shr Chg VLY</u> <u>+/-</u>
- Virginia State Fair, 10/1		
Section 21	17.74	-1/31
- Mid South Fair, 10/2		
Section 31	15.56	-3.48
- Jacksonville, FL, 10/21		
Section 24	21.91	-2.60
- Louisiana, 10/24		10/24
Section 32	17.09	-0.06
- Alabama, 10/22		10/23
Section 23	23.03	+1.30

Hispanic Music Events:

- Schedule of events are as follows:

<u>Section</u>	<u>Brand SOM</u>	<u>Shr Chg VLY</u> <u>+/-</u>
- Pan American, Chi., 8/14-15		
Section 44	20.47	-2/80

\* Looking to replace El Fieston in NY

- Talent for Pan American Festival has been confirmed:

August 14th (Saturday)

- Freddie Kenton
- Carlitos Rey
- Victor Rogue y La Grand Manzana
- Rey Ruiz
- Bando Toro
- Jesus Enriquez
- Ismael Rosa

August 15th (Sunday)

- Grupo Niche
- Victor Rogue y La Grand Manzana
- Rey Ruiz
- Magneto
- Costeno Band

- Have received approval from Legal to run a retail tie-in offer in conjunction with the Marlboro Music concert at Madison Square October 23.
- Retail offer will consist of offering a \$10.00 discount with proof of purchase of five packs of Marlboro towards concert tickets

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Community Events:

- With just nineteen events executed for the year, we have generated a total of 132,689 names and have sold a total of 2,287,680 units.

Military:

- Military Sales Managers have been fully briefed and stand ready to support the Marlboro Music 93 Military Tour and Bar Night Program.
- Have integrated a raffle in conjunction with the Military Bar Nights. Marlboro will offer the opportunity to win an autographed electric guitar.
- Community Event Marketing has provided Military Sales with 52,000 incentives in order to conduct a retail pack offer at all 26 bases through their PX outlets.
- Talent confirmed for 93 Military Tour:
  - John Walsh
  - Lynyrd Skynrd
  - Damn Yankees
  - .38 Special
  - Driving and Crying
- Sharon Stone has canceled the opportunity to emcee the Camp Lejeune concert. She was unable to postpone an earlier commitment.

***BENSON & HEDGES:***

B&H Blues and Rhythm:

- Will continue to review talent for Black Expo USA of Richmond.
- Fred Jones will complete the site check needed for Richmond during the month of July.

B&H Hispanic Events:

- Have identified the three remaining events to complete the Hispanic schedule:
  - Houston - Tejano Superfest, 8/29
  - Miami - Discovery of America, 10/10
  - Chicago - Plaza Garibaldi Festival, 9/11-12

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Public Relations:

- Have reviewed and approved press release for:
- The national Marlboro Music Military and State Fair Tour.
- Have reviewed bios on Military tour artists.

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